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Department of Defense  
**DIRECTIVE**  
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April 16, 1985  
NUMBER 1348.30

ASD(MI&L)

**SUBJECT: Secretary of Defense Maintenance Awards Program**

- References:**
- (a) Secretary of Defense Memorandum; "Secretary of Defense Maintenance Awards Program," June 7, 1984
  - (b) JCS Pub. 1, "DoD Dictionary of Military and Associated Terms," April 1, 1984
  - (c) DoD Instruction 4100.40, "DoD Maintenance Policy Council," April 24, 1984

**A. PURPOSE**

This Directive establishes the Secretary of Defense Phoenix Award and the DoD Maintenance Awards Program (reference (a)), and provides policy, prescribes procedures, and assigns responsibilities.

**B. APPLICABILITY**

1. This Directive applies to the Office of the Secretary of Defense (OSD) and the Military Departments, including their National Guard and reserve components (hereafter referred to collectively as "DoD Components.") The term "Military Services," as used herein, refers to the Army, the Navy, the Air Force, and the Marine Corps.

2. Its provisions cover only units performing below depot level maintenance.

**C. DEFINITIONS**

1. Unit. Any military element whose structure is prescribed by competent authority, such as a table of organization and equipment or a table of distribution and allowances; specifically, part of an organization, such as a company, battery, squadron, battalion, or wing (reference (b)).

2. Maintenance (Materiel). All action taken to retain materiel in a serviceable condition or to restore it to serviceability. It includes inspection, testing, servicing, classification as to serviceability, repair, rebuilding, and reclamation (reference (b)).

**D. POLICY**

It is DoD policy to enhance maintenance awareness and to encourage maintenance excellence by providing awards to military units responsible for outstanding achievements in maintenance management and production.

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## **E. RESPONSIBILITIES**

1. The Assistant Secretary of Defense (Manpower, Installation and Logistics) ASD(MI&L) shall:

a. Provide overall guidance for the Secretary of Defense Phoenix Award and the DoD Maintenance Awards Program.

b. Designate the Chairman of the DoD Maintenance Policy Council under DoD Instruction 4100.40 (reference (c)) to convene the selection board.

c. Be the approval authority for the Secretary of Defense Awards Program.

2. The Secretaries of the Military Department shall comply with this Directive.

3. The American Defense Preparedness Association (ADPA) shall sponsor the awards and participate in the presentation of the awards.

## **F. PROCEDURES**

1. General Information. The Secretary of Defense Phoenix Award and the DoD Maintenance Awards shall be bestowed each year to recognize outstanding military units based on the criteria outlined herein. The Phoenix Award is named in recognition of the long life given equipment by sustained quality maintenance and the rejuvenation of equipment through maintenance programs. The awards program shall commence in fiscal year 1985.

2. Sponsor and Description of Awards. The Secretary of Defense Phoenix Award and the DoD Maintenance Awards, established by the Office of the ASD (MI&L), are made available to the Department of Defense by the ADPA. The Phoenix Award shall be presented annually to the unit exemplifying the spirit of the Phoenix through its equipment maintenance program, that is an essential element in the life cycle of equipment. The continuous cycle of preventive and corrective maintenance ensures that equipment does not wear out prematurely, and that it remains in service until new designs render it technologically obsolete. The DoD Maintenance Awards shall be given for significant maintenance achievements and shall be limited in number to six awards annually, two in each of three categories, first place and runner-up, with one of the three winners being the overall DoD winner and being awarded the Secretary of Defense Phoenix Award and a plaque replica of the trophy. The Phoenix Award is a unique trophy, engraved with its name, the name of each unit that received the award, the year it was awarded and reference to the ADPA. The DoD Maintenance Awards are original plaques presented to the winner and the runner-up in each remaining category.

3. Purpose of Award. Both the Secretary of Defense Phoenix Award and the DoD Maintenance Awards are intended to:

a. Improve materiel readiness throughout DoD by providing a positive incentive for extraordinary maintenance efforts.

b. Improve efficiency and reduce waste by encouraging innovative management and use of resources.

c. Provide recognition of below depot level maintenance programs and operations at the unit level.

d. Aid development of competitive programs among the Military Services by providing higher level competition and commensurate recognition.

e. Enhance maintenance awareness throughout the Department of Defense.

4. Eligibility for Award. All active and reserve forces units within the Military Services, who perform below depot level maintenance, are eligible to compete. Those units having reserve associate units shall recognize in their award submissions the associate units and their contributions.

5. Categories of Competition

a. Units shall compete in one of three categories:

- (1) Twenty five to 300 authorized personnel.
- (2) Three hundred and one to 999 authorized personnel.
- (3) One thousand or more authorized personnel.

b. Units shall operate under the authorized structure for at least half of the competitive period.

6. Submitting Nominations

a. The competitive period covers the 12 month period beginning October 1 and ending September 30 of the following year.

b. The Military Services shall submit nominations by letter, with the subject "Nominations for (year) Secretary of Defense Maintenance Award (name of major command and unit)." Nominations shall arrive at Office of the Assistant Secretary of Defense (OASD(MI&L)) Washington, D.C. 20301, by March 20 following the end of the competitive period. Military Service nominations shall include a concise, double-spaced, unclassified proposed citation highlighting the specific achievements, and suitable for use in the awards presentation. The following basic information also shall be included:

- (1) Name of DoD Component or its major command.
- (2) Complete mailing address including appropriate office symbol or symbols for electronic messages.
- (3) Telephone numbers of the nominee and sponsor (AUTOVON and commercial).
- (4) Point of contact in the nominee unit, with authority granted for direct communications.

(5) Identification of competitive category based on subsection F.5., above.

## 7. Contents of Nominations

a. There is no prescribed format for submission of the award nomination package. The Military Services shall submit award nomination packages in the format required by their Service maintenance awards programs, if such programs exist. There is no need to reformat or add to the information. The Military Services may, however, add to the package at various staff levels before submission to OASD(MI&L), if such information is warranted to help evaluate the nominee. This procedure is prescribed to eliminate unnecessary paperwork even though the packages will not contain identically structured information. The following type of information will be helpful in evaluating nominees:

(1) Accomplishments. A narrative description of unit accomplishments for the competing period. Items that may be included are: weapon system or equipment operational status, operational deployments, local and higher headquarters exercises, special programs such as time compliance, technical order accomplishment, and suggestion programs.

(2) Innovative Management Actions. A narrative description of unique actions taken within the unit to improve the mission capability, work environment, and support to personnel and community. Some areas that may be included are an equipment improvement recommendation that resulted in improved readiness posture, resource management improvements, self-help programs, unique safety programs, training programs, communications programs, community projects, and humanitarian actions.

### (3) Other Information

Any other information regarding the maintenance efforts that support the nomination.

b. Video tapes, photographs, 35mm slides, and films will not be accepted. Unit and personnel data shall be cleared for public release to military and civilian news services. No classified information may be submitted.

c. The Military Services may submit two nominees per category.

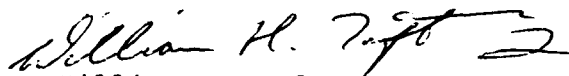
8. Selection Procedures. The Chair of the Maintenance Policy Council shall convene a selection board to evaluate nominations and shall recommend the finalists to ASD(MI&L) for approval of awards and for final selection of one nominee to receive the Phoenix Award. All evaluations shall be based on a review of the statistical and narrative information. An OASD (MI&L) team may visit the top three contenders for the Phoenix Award. The ASD(MI&L) or designee, shall notify the Military Services and the ADPA of the nominees selected for the Secretary of Defense Phoenix Award and the DoD Maintenance Awards.

9. Presentation Ceremony. Trophy and awards shall be presented to the winners in an appropriate ceremony to be held in Washington, D.C.

10. Possession and Display of Phoenix Trophy and Maintenance Awards. The Phoenix Trophy shall remain in place permanently in the Pentagon, Washington, D.C. The trophy shall be displayed so that it is accorded suitable public and military attention. The current holder of the trophy will be designated appropriately, along with all previous winners. A replica Phoenix award shall be presented to the winning unit each year. The replica Phoenix award and The DoD Maintenance Awards shall be kept by the winning units permanently. When a recipient unit is inactivated, the Military Service involved shall determine the disposition of any awards.

G. EFFECTIVE DATE AND IMPLEMENTATION

This Directive is effective immediately. Forward two copies of implementing documents to the Assistant Secretary of Defense (Manpower, Installations and Logistics) within 120 days.

  
William H. Taft, IV  
Deputy Secretary of Defense

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